By JACQUELINE MULHERN

Herbert M. Paul has the distinction of being the first Student Government President at Baruch to be re-elected. He served two consecutive terms before graduating from Baruch with a B.B.A. in accounting in 1952. Paul discussed what he learned from his experiences on the Student Council (now called the Day Session Student Government).

"It all helped...simple things such as running a meeting, getting up on your feet to make a speech, trying to make a point and knowing how to compromise."

He added that "these are really the things you're doing the rest of your life in business, social activities and with your family and friends."

Paul remembers when the Student Council discussed changing the school's name from City College downtown to the Bernard M. Baruch School of Business and Public Administration. The 1950s Communist paranoia of the McCarthy era earned City College a so-called "red" reputation because many uptown students participated in political demonstrations. Although downtown students were not involved in these activities, they had a left-wing reputation because newspapers reporting about City College did not differentiate between the uptown and downtown campuses. This confusion was disapproved of downtown campus graduates because few employers would hire someone from a politically controversial school. The name of the downtown campus was changed so as to distinguish it from the one uptown.

"The entire school was painted with the same brush," Paul explained.

He credits Baruch for giving him an "outstanding" education, saying that, "You came out of the school not only with a technical trade...but you left a broader-minded person."

He spoke highly of his professors, saying that they did not tolerate any "nonsense" from their students.

"I remember one professor saying (to my class) 'If you don't want to sit there and really use that seat, there's probably someone anxious to take it.' He made a good point."

After graduating from Baruch, he went to Harvard Law School because he was not sure what career he wanted, but he knew that law school would give him many options. He finished Harvard and was admitted to practice law in New York State. While serving in the army in New Jersey, he went to New York University at night to do his M.B.A. He stayed at N.Y.U. to take "PERSONAL" and "Families" in the evening.

See "ALUMNI" on Page B4

By KATHLEEN McNALLY

The Office of Counseling and Psychological Services Tests
How Well Baruch Students Play

Last Thursday, November 10, Baruch had an open house in the Globus Lounge at 360 Park Ave. South during club hours. The presentation was called "The Game of Life," sponsored by the Office of Counseling and Psychological Services. One of the coordinators of it, Dr. Janice Ruffin, is a clinical psychologist in the Student Personnel Services Office at Baruch. She explained that this open house is helpful in getting information out to students on all the services offered at Baruch. The purpose is to let the students know of the availability of these programs.

The Globus Lounge was set up with an array of seats and snacks. There were different programs at each table. Ruffin was at the "Self-Esteem" table. There were various handouts, including a test to assess your self-esteem. Ruffin will be having a workshop on "Building Positive Self-Esteem" on Wednesday, November 30, from 4:00 to 5:00 p.m. This workshop will concentrate on the accuracy of your self-esteem assessment and on improving your self-esteem. According to Ruffin, "people tend to be general and this helps them to have a focused self-assessment."

Dr. Elaine Soto, a counselor at Baruch, was at the "Assertiveness" table. She handed out questionnaires and score sheets that tested assertiveness. The mean score among college students is 115. A high score, 135 or more, signifies a highly assertive individual. A low score, 95 or less, signifies an individual who is not very assertive.

Soto explained, "in different situations you can be assertive at some times but not at others. She says assertiveness is not an option, but be aware of the consequences." She also explained the difference between assertiveness and aggression.

Assertiveness is standing up for personal rights, expressing thoughts, feelings and beliefs in direct, honest, and appropriate ways which do not violate another person's rights. Assertiveness, on the other hand, is directly standing up for personal rights and expressing yourself in a way which is often dishonest, usually inappropriate, and always violates the rights of another person. wreck.

At the "Careers and Academic Majors" table were Dr. Patricia Imbimbo and Dr. Toni Hens. They spoke of students' compatibility in their choices of majors and what motivates us to choose majors. She also spoke of how one's values influence choices of majors and careers.

"Career satisfaction is based primarily on your interests," she emphasized. Imbimbo wants students to become aware of what they really want career-wise and to have an increased awareness. She said it is helpful to talk to upper-level students about their majors if they correspond to the majors you want. Also talk to people in the careers you want to pursue.

She feels, "It is okay for a freshman to be confused career-wise."

Dr. David Cheung, a psychology professor at Baruch, was stationed at the "Relationships" table. He had us make personal ads for ourselves and post them on the wall. The purpose of this was to meet people with similar interests. It is also, Dr. Cheung says, "a good way of letting you think about yourself." These ads help you focus on what you want in a relationship.

See "GAME" on Page B4
FEATURES

ART IS BIG BUSINESS

A lecture on public relations and the art world.

By JOAN MARIGIANI

The initial public offering is the sale of a company's stock to the public for the first time. Many companies go public in order to obtain the advantages and the disadvantages of going public through the initial public offering.

"What we do is act as a go-between for artists, galleries, museums, and the media," Woman's P.R. is now one of the biggest firms of its kind. "What we do is act as go-betweens for artists, galleries, museums, and the media. We set up press conferences, and we're always looking for ways to get the phone with New York Magazine or the New York Times or some other big name artist. That's a tough game!"

Woman's P.R. has a large file for her services, which means starting work from scratch. " Unfortunately," she said, "there are two main areas in which we could be hurt. If they don't afford me for one and won't cover it, then you're not into anything they've been asked to be.

Her latest project is an exhibit entitled "Alien Images," which opens through December 10 at the Pension Galleries, 1 East 98th Street, New York City. It is a display combining the efforts of world famous photographer Gianfranco Gorgoni with some of the world's most famous artists.

If all of this excites you, then you are one. Racing aficionados in P.R. are only about $4,000 a year with a magazine or gallery, and just slightly more than that if you're good at what you do, the possibilities are endless."

ARE YOU A WINTER, SPRING, SUMMER OR FALL?

A Color Consultant Advises Baruch Students.

By USHA DYAL

"What we do is act as a go-between for artists, galleries, museums and the media,"

The initial public offering is the sale of a company's stock to the public for the first time. Many companies go public in order to obtain the advantages and the disadvantages of going public through the initial public offering.

The initial public offering will be a major step for any company. The issuance of stock onto the company's shareholder base will allow the company to raise capital, which will be used to finance growth and development. Large parts of machinery will become necessary, and the capital raised will enable the company to expand its operations.

The public offering also has some negative effects. It puts public the firm will assume additional risks. The firm will need to hire a new management team, and the firm will need to hire a new management team. The firm will also need to hire a new management team.

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**THE MODERN PORTFOLIO THEORY**

Harry Markowitz discusses his contributions to the financial world.

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**“ALUMNI”**

Continued from Page 31

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**FEATURES**

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**ISSUES AND ANSWERS: A POST-ELECTION ANALYSIS**

Amos Herbert (25, Upper Senior, Economics major)

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**PHOTOS AND TEXT**

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**GMAT/GRE GMAT/GRE GMAT/GRE TUTION REFUNDED**

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**CONTACT**

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FEATURES

SCENES FROM LEADERSHIP WEEKEND

Mottler, posing as a robot, advance your mind along with Jon Davison, Joan's GIRL in the Vulcan, Spock, and Twins. Russell is the lead character in the film, which takes place over forty years ago, in Mollay's 1970s with the character, "The Boots."

The movie is a loose adaptation of the original Star Trek episode, "The Robot." The plot involves two Vietnam veterans who are hired by the local police department to help solve a series of crimes. The film has controversy written all over it, but it also has some mature content.


-guaranteed $5.50/hr and $7.50/hr at LOCATED ON 23RD STREET.

DAYS/NIGHTS/WEEKENDS CALL MR. DEAN AT 911A.

Manufacturing. Secretarial Work, Nurses, Hospitality, Cruise Ships, Travel Agents, and Bank Teller. Write Overtime. 134 W. 32nd St. CRUISE SHIPS

November 22, 1988

THE TICKER
"Sampling"? Here's an Example!

KMD investigates the problem of "sampling"...

Tour Of The 12 Inch

"Adventures..." was, in effect, the first commercially released sample record that gained substantial currency. Flash, is displaying his legendary turntable wizardry, and the man behind the wheel of the turntable is a man named Herbie Hancock.

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The Quality. The Craftsmanship. The Reward You Deserve.

Now is the season for big savings on your college ring. Order now, opt for March delivery, and you can save as much as $75.00 on a gold ArtCarved ring. It's your opportunity to own a ring of the finest style and quality, backed by ArtCarved's Full Lifetime Warranty. At a price you'll thank us for. Don't miss it.

Notes:

Rapper Chuck D and Daniel Cole have collaborated on another album: "The Leader of the New School," produced by the renowned DJ Qbert. The album is the follow-up to their previous release, "Microphone Meltdown."
A VERY ORDINARY WAR

SPOILS OF WAR

Directed by Aaron Poletz

By GLEN J. SPENCER

With all the hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla and hoopla 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THE VIDEO CLUB IS PACK'N HARD

BY MICHAEL JON

The Video Electronic Freelance. We'll watch it. Some of us are hypnotized by it. Television is a very complex media. An extraordinary amount of work goes on behind the scenes to bring you the product. Many of you may not know what goes on for example when you press the next button. The action involves dozens of actors, writers, directors, producers and technical staff working across the globe to bring you the multitude of programs. Television has created a world of its own, competing with the world of big film. It's a world where an idea can have a bigger impact than the gross of a movie. What is our role in the world of television? We ask ourselves, the members of the Video Club... This is the goal we set for ourselves a few months ago. The goal was to produce a docu-series. The Video Club is the result of a comedy-variety show featuring musical artists who can be seen on the CBS network. The Video Club is the result of a comedy-variety show featuring musical artists who can be seen on the CBS network. The Video Club is the result of a comedy-variety show featuring musical artists who can be seen on the CBS network. The Video Club is the result of a comedy-variety show featuring musical artists who can be seen on the CBS network. The Video Club is the result of a comedy-variety show featuring musical artists who can be seen on the CBS network.

THE YELVIS, BUT HOW ABOUT THE MOVIE?

BY GEORGIA BONTOS

Each year different campaigns come up with new ideas that try to make the passing of Elvis Presley less noticeable. The past year, for example, was marked by the 25th anniversary of the movie "The Return of the 50's". The film was released in 1979 and featured several stars from the fifties who tried to relive their glory days. This year, the anniversary of "The Return of the 50's" is being celebrated with a special screening of the movie in several cities. The screening will be followed by a Q&A session with the stars who starred in the movie.

UPCOMING Home Games (Men's Basketball)

Nov. 22, vs. Stevens Tech: 7:30 PM
Dec. 6, vs. CCNY: 7:30 PM
Dec. 22, vs. Barnard: 7:30 PM
Dec. 29, vs. Baruch: 7:30 PM
Jan. 6, vs. New York: 7:30 PM
Jan. 13, vs. City College: 7:30 PM
Jan. 20, vs. New Rochelle: 7:30 PM
Jan. 27, vs. Old Dominion: 7:30 PM
Feb. 3, vs. Purchase: 7:30 PM
Feb. 10, vs. Farmingdale: 7:30 PM
Feb. 17, vs. Queens College: 7:30 PM
Feb. 24, vs. Queens College: 7:30 PM
March 3, vs. Brooklyn College: 7:30 PM

An Olympian Revisited

American athlete Carl Lewis was one of the most successful athletes of all time. He won a record 10 Olympic gold medals across four different sports — track and field, soccer, hockey, and basketball — and set world records in 100m, 200m, 400m, and 4x100m relay. He was the first person to win three gold medals in three consecutive Olympic Games in a single sport. Lewis is also known for his work in promoting humanitarian causes, and was a co-founder of the Carl Lewis Foundation, which supports education, health, and arts programs in underserved communities.

RECRUIMENT

Recreational Schedule

MAY 2000

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American athlete Carl Lewis was one of the most successful athletes of all time. He won a record 10 Olympic gold medals across four different sports — track and field, soccer, hockey, and basketball — and set world records in 100m, 200m, 400m, and 4x100m relay. He was the first person to win three gold medals in three consecutive Olympic Games in a single sport. Lewis is also known for his work in promoting humanitarian causes, and was a co-founder of the Carl Lewis Foundation, which supports education, health, and arts programs in underserved communities.

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Recreational Schedule

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LADIES LOSE ONE; Still Awesome!

LADIES LOSE ONE; Still Awesome!

By MICKEY KRAMER

Last season the women’s basketball team finished 1-3 in the CUNY Co-Op Cup. This season, the women have improved to 16-12 overall and 6-1 in the CUNY Conference.

“We’ve been a very strong team this year,” said Coach Wally Hinson. “We’ve had some guys that have been consistent in their play all season long.”

“Walter Berry is our star player,” said Hinson. “He’s the one that has led us through the season.”

Berry, a senior, has been the team’s leading scorer all season. He has scored over 1,000 points and has been named the CUNY Conference Player of the Year.

“This year the team has been very consistent,” said Hinson. “We’ve had a lot of players that have come through and have played well.”

Despite the loss of one player, the team has continued to play well. They have won their last five games and are looking forward to the upcoming playoffs.

“We’re looking forward to the playoffs,” said Hinson. “We’ve been a very strong team this year and we’re hoping to do well in the tournament.”

Coach Wally Hinson

The Nets acquired Joe Detter from the Detroit Pistons last year. Detter was the first-round pick of the Nets in the 1990 draft.

“Joe Detter is a great addition to our team,” said Coach Wally Hinson. “He’s a strong forward who can play the power forward position.”

Detter has been one of the most consistent players on the team this season. He has averaged over 10 points per game and has been a strong rebounder.

“We’re looking forward to seeing what Detter can do in the playoffs,” said Hinson. “He’s a great player and we’re hoping to see him do well.”

Coach Wally Hinson

New Jersey Nets: A “Sorry Team”

By KEVIN M. DAVIS

Due to a key trade right before the season, the Nets had to come from nowhere. Even with their “impossible” start, the Nets will still be in the playoff hunt.

“The Nets have been a very impressive team this season,” said Coach Wally Hinson. “They have been able to come from nowhere and are still in the playoff hunt.”

The Nets have won 14 of their last 15 games and are in the thick of the playoff hunt. The Nets have defeated teams like the Chicago Bulls, the New York Knicks, and the Los Angeles Lakers.

“The Nets have been a very impressive team this season,” said Coach Wally Hinson. “They have been able to come from nowhere and are still in the playoff hunt.”

Coach Wally Hinson

Bowling Team Rolls Into First

By MICKEY KRAMER

It’s been a mighty smooth ride, so far. With the team’s victory last night, they have moved into the number one position in the Eastern Independent Bowling Conference.

The team’s victory last night was their third win in a row and has them moving up the rankings.

“We’re very happy with our team right now,” said Coach Wally Hinson. “We’re looking forward to seeing what we can do in the playoffs.”

Coach Wally Hinson

BOWLING TEAM ROLLS INTO FIRST

By FRANK GOMEZ

The men’s bowling team, with Frank Gomez as their captain, is currently ranked first in the Eastern Independent Bowling Conference.

“We’re very happy with our team right now,” said Coach Wally Hinson. “We’re looking forward to seeing what we can do in the playoffs.”

Coach Wally Hinson

Continued from Page 814

Continue from Page 813

By MICKEY KRAMER

No one can predict the future, but I do know that I will miss him. There were so many great moments we spent together. I’ll miss him. I wish him the best of luck in the future.

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Coach Wally Hinson
THE BARUCH ATHLETE OF THE MONTH

By MICKEY KRAMER

It's that time again.

Time for The Ticker to choose the finest athlete for the month of November.

With the completion of the women's tennis, women's volleyball and men's soccer seasons and both basketball seasons just beginning the choice came down to our two first place bowling teams.

Frank Gomez, in his third year with the team, gets the nod.

Gomez raised his average about 20 pins per game from last year. How'd you do it? "I joined summer leagues and bowled all year long."

For the season, Gomez is rolling at a 187 clip. In his two matches in November he did even better.

On Nov. 6, vs Hofstra University, he helped average the team only loss with a three game series of 577 (or a 192 average). The following Sunday he was rested after two games, but once again showed why he's the best when he bowled a 181 and a 193.

On the year he has bowled the most games over 200, six, which is twice as many as any of his teammates and rolled the second highest game (227) as well as the second highest series, 621.

Gomez was pleased with the distinction; "I'm honored, the coach has recognized me as a good bowler."

When Coach Doug York was asked who he felt would be the best representative of his squad, it took him a split second to say "It's Frank."

Ok Coach, this month, "It's Frank."

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THE ADVANCED SCOUTING REPORT
(Men's Basketball)

By STEVEN SCHEER

The ladies' tennis and volleyball seasons are over. Now it's time for the men's basketball team to take the court. Last season was a poor one for Baruch as it went 8-19 overall and 4-10 in the CUNY Conference.

However, head coach Ray Rankis, who is entering his sixth season as head coach, assistant coach AI Ford and the rest of the young team are sure that they can be very competitive this season.

One of the reasons for the optimism is that coach Rankis plans to utilize nine to ten players in every game — always keeping fresh bodies on the court. Another reason is that the team plans to play a pressing style, hoping to wreak havoc on opposing teams.

The following is a player by player preview of the 1988-89 season. First, the starters:

Starting at center will be 6'5" 215 pound freshman Michael Reid. Reid, who started at Rice High School, is a very hard worker who rebounded well and, as coach Rankis put it, "he has a soft touch near the basket." Reid's only weaknesses may be his size (small compared to other centers in the league) and his inexperience.

One of the forwards will be team captain Randy Gurin, who is one of the two seniors on this year's team. Gurin was last season's top player as he led the team in scoring, rebounding, steals and blocked shots. Gurin's strengths are that he runs the court well, drives strong to the basket and has a good jumper. Gurin is coming off of a knee injury but is optimistic that he will be ready by the start of the season.

At the other forward spot will be Sean Jones, a freshman from Mt. St. Michael, in the Bronx. Jones' strong points are his great leaping ability and his excellent defensive play. On offense, Jones has a soft jump shot and drives well to the hoop, but needs to be encouraged to shoot more.

Frank Gomez: Rolling at a 187 clip, he's this month's honoree.

One guard will be Tyrone Greaves. As a freshman last year Greaves was second in scoring and fourth in rebounding. He plays very well near the basket and is also a great competitor. Cecil Freeman will probably be the other starting guard. "Free," as he is called by his peers, is only 5'11" 165 lbs, but plays a very physical game for a guard. Free is aggressive on defense and drives well to the basket, but needs to be more under control when driving to the hoop.

As for the reserves: Kevin June will be the backup center. June, who is from Leake and Watts High School, is a good leaper who blocks shots very well. June's major weakness is his inexperience. He is enthusiastic and learning very quickly. Coach Rankis says that June's game is developing rapidly.

As a freshman last season Sandy Vardillas contributed a lot to the team, leading the team in field goal percentage, shooting 51.2%. He is a crafty southpaw who can hit the three-point shot as well as draw fouls near a basket.

Victor Miliakas is another freshman playing on the team. Miliakas is a bright and intuitive player. He has good court awareness, takes passes well and should contribute.

Brian O'Connor is the only junior on this season's squad. He is described by coach Rankis as a "jock of all trades," which means that he plays a lot of positions well. O'Connor plays good defense, hits the open jumper and rarely turns the ball over.

Last season, Brian Skriloff was third on the team in scoring, first in free throw percentage and second in steals. Skriloff comes off picks well and runs the offense very well. Skriloff is also a very good three-point shooter. Last season he hit 30 out of 83 three pointers. Despite being slow footed, he also plays good defense.

Another new comer is Bland Simkirs. Simkirs is at 5'9" is the smallest player on the team. As the team's good ball-handling point guard whocoach Rankis feels, when he learns to be more in control of the ball (committing less turnovers), he will become an outstanding player in the conference.

James Davis, Rob Scopa and Leekah Williams are less experienced, but coach Rankis says, "they exhibit good work habits." He added, "With experience and better understanding of our offenses and defenses, they will be great additions to our basketball program."

Baruch will have some problems.

For starters, like most Baruch teams, they lack a home gym (they play their home games at nearby Xavier High School), practices, though, are held in the Baruch gym. Consequently, because they practice in a smaller gym and play in a larger gym, they may have problems in transition from offense to defense.

Coach Rankis has a positive outlook on the season. "I'm looking early on to give experience to as many players as possible before we start playing CUNY Conference games. I expect to be in the upper half of our division. How far we go depends on how consistently we play and how we mesh our individual skills into a team picture. I expect to be much better than last year and am realistically shooting for 15 wins."

Captain Randy Gurin shares similar sentiments. "We have a lot of hard working freshmen on the team. We have less experience but more talent than last year. I expect to have a winning season."

They have a good combination of youth, talent and a lot of confidence in themselves. They can overcome the hardship of playing all of their games "away," we may be headed for an exciting season.\n
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1987-88 Basketball team: This year team hopes to improve on last year's 8-19 record.